



The Thai Restaurant – Case Study

How SCPM Media used paid social to pack weekly events and drive ticket sales.

910K+	\$5,200	10.26%
Impressions Across Meta	Ad Spend → 19,418 Ticketing Clicks	Highest CTR

Overview

The Thai restaurant is a popular entertainment venue known for hosting weekly ticketed live events such as Fuego Fridays, oyster roasts, and special performances featuring local bands and singers. SCPM Media managed paid social campaigns to drive ticket sales and expand awareness of the venue's entertainment programming.

Approach

Campaigns were executed across Meta (Facebook and Instagram) with audience targeting focused on local entertainment seekers, music fans, and cultural interest groups. Creative assets highlighted the restaurant's lineup of ticketed events, featuring vibrant crowd shots and artist promotions, positioning it as a premier destination for nightlife and cultural entertainment in South Carolina.

Results

Between October 2024 and September 2025, the campaigns delivered over 910,000 impressions, 42,700 clicks, and 19,418 ticketing link clicks, with standout CTRs reaching as high as 10.26%. With a total ad spend slightly above \$5,200, the campaigns consistently drove strong engagement and steady ticket sales, reinforcing the restaurant's position as a leading live entertainment venue in the region.

"SCPM Media helped us turn every weekend into a sellout."

– Management Team